

Subject: Breastfeeding Coordinator Job Responsibilities

Effective Date: October 1, 2014

Revised from: October 1, 2008

Policy: Each Local clinic must appoint one person to act as the local Breastfeeding Coordinator. The Breastfeeding Coordinator is a professional working in community health and responsible for the provision and coordination of breastfeeding promotion and support activities. The Breastfeeding Coordinator plans, manages, implements and evaluates the breastfeeding component of the WIC program. The Coordinator determines the nature and extent of breastfeeding needs and problems of the target population and develops policies, standards, and services to meet client needs. The person may also have oversight of a breastfeeding peer counselor program.

Reference: FR§ 246.11, Nutrition Services Standards, Standard 1

Procedure:

1. The clinic designates one staff person to fulfill the responsibilities of the local Breastfeeding Coordinator.
2. The clinic notifies the State Agency of the person designated as Breastfeeding Coordinator.
3. Local WIC staff may assist in the implementation and continuation of breastfeeding promotion and support activities as guided by the Breastfeeding Coordinator.

The following table defines the typical roles of the Breastfeeding Coordinator:

WIC SERVICE	Clinic Breastfeeding Coordinator
Coordination/Policies	<ul style="list-style-type: none"> • Coordinates and assures the quality of WIC breastfeeding promotion, training, education and counseling services. • Utilizes the Nutrition Management Guidelines in counseling WIC clients to breastfeed and provide management and follow-up. • Develops and updates local breastfeeding policies and procedures including provision of breast pumps to WIC clients. • Ensures a breastfeeding-friendly clinic environment that fosters a positive attitude toward breastfeeding. • Supervises and trains the Breastfeeding Peer Counselors, oversees the program's daily operations or assists the Breastfeeding Peer Counselor supervisor. • Identified local/regional breastfeeding experts to whom WIC clients may be referred, if needed.
Nutrition Services Plan	<ul style="list-style-type: none"> • Writes and evaluates the breastfeeding action plan for the Nutrition Services Plan. • Evaluates any breastfeeding question on the WIC client survey.

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Budget/Expenditure Tracking	<ul style="list-style-type: none">• Monitors funds designated for breastfeeding within the local agency budget, assuring cost effectiveness and accountability.
Training/Orientation	<ul style="list-style-type: none">• Develops orientation guidelines and provides ongoing training to local staff on breastfeeding and support issues.
Community Outreach	<ul style="list-style-type: none">• Coordinates and facilitates WIC breastfeeding community outreach and promotion activities.• Participates in and may coordinate community-wide breastfeeding coalition to increase community awareness and promote breastfeeding acceptance.
Knowledge/Skills Requirements	<ul style="list-style-type: none">• Completes the SA required training modules on breastfeeding promotion and management.• Broad knowledge of breastfeeding promotion and support practices including case management and care coordination.• Advanced level of knowledge of current scientific information regarding breastfeeding.• Full range of skills in presenting oral and written ideas in a clear, concise, and persuasive manner to professionals and the public.
Professional Credentials	<ul style="list-style-type: none">• Requires a minimum of one year experience in breastfeeding counseling, OR• Registration by the Committee on Dietetic Registration of the American Dietetic Association (RD) and dietetic licensure (LD) by the State of Kansas, OR• Registered Nurse (RN), OR• International Board Certified Lactation Consultant (IBCLC) by the International Board of Lactation Consultants, OR• Certified Breastfeeding Educator (CBE) or Certified Lactation Consultant (CLE)